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Advertising Age

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NBC grid bid fumbled; who will recover?

By JAMES P. FORKAN

NEW YORK—Although NBC Sports president Arthur Watson may feel as frustrated as Charlie Brown when Lucy yanks away the football as he starts to kick off, some squeals of delight were heard elsewhere at the apparent collapse of NBC's $180,000,000 College Football Assn. deal.

NBC Sports execs were sorely disappointed when most of the 61 CFA colleges voted against the proposed four-year NBC contract, partly out of fear of expulsion and other reprisals from the National Collegiate Athletic Assn. Big-time football schools had looked to CFA to get more tv exposure, and with it much-needed funds. The network stood to land the most powerful campus grid teams as a prime time attraction.

But, as Yogi Berra used to say, "It ain't over till it's over." The official word at NBC Sports is that the CFA deal is finis, but a spokesman hedged a bit by saying, "It's dead for now." A court case in Oklahoma City still is going on to decide whether the NCAA could punish CFA rebels, it was pointed out. The judge's ruling is expected in early February.

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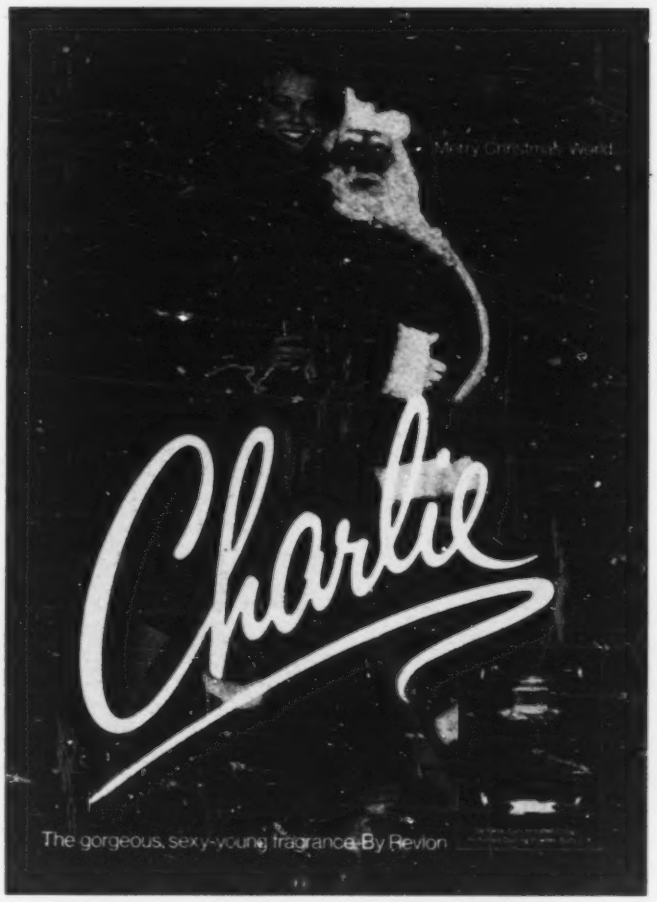

Merry Charlie

Charlie model Shelly Hack and Santa Claus step off together in a bright red, Merry Christmas-message print ad from Revlon. In-house 50th Floor Workshop is the agency. The other message: Charlie is "the gorgeous, sexy-young fragrance."

GANNETT SETS '82 LAUNCH

Ad industry skeptical on national daily

WASHINGTON—Gannett Co.'s announcement last week that it was going ahead with its national newspaper, *USA Today*, produced a standing ovation from Gannett execs at the annual corporate gathering here, but few people outside the company seem to be cheering the paper's chances for success.

"We remain skeptical," said John Morton, newspaper industry analyst for Lynch, Jones & Ryan, a Washington securities firm. "We still haven't sensed any appetite for a national newspaper beyond the *Wall Street Journal* and, to a limited extent, the *New York Times*. And we haven't found any [non-Gannett] newspaper executives who think it's a good idea."

"I really don't see any need for the paper," added Frank McDonald, senior vp-director of marketing and media services for Cunningham & Walsh, New York. "The local newspapers, not to mention tv, do such a good job with national news that why should people turn to a national paper such as this?" Mr. McDonald predicted that Gannett would be "disappointed" with the paper's performance.

Industry execs and followers interviewed by ADVERTISING AGE unanimously conceded, however, that Gannett has researched the idea exhaustively and is probably the one company that could make a general national newspaper a success. "One thing about Gannett—they are not dumbbells," Mr. Morton said. "Maybe they have discovered or identified an audience . . . not readily apparent to the rest of us."

Indeed, Gannett officials said last week the company and its ad agency, Young & Rubicam, have met with no fewer than 51 national advertisers and ad agencies since last summer to sift reaction to the idea, and apparently found little to dissuade them from proceeding. And in announcing the decision to Gannett execs, Allen Neuharth, Gannett chief executive officer, said that the company's previously announced goals for *USA Today* of a circulation of 1,000,000 to 2,000,000, annual revenues of at least $250,000,000 and profitability in three to five years "are not only achievable but exceedable." In the

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last minute news

Republic's $20 million account goes to C-M

MINNEAPOLIS—Republic Airlines has named Campbell-Mithun here to handle its estimated $20,000,000 passenger advertising account, which had been at Hoffman, York & Compton. The carrier will be on-air with new creative by late January and is exploring the possibility of using network tv. C-M chairman George Gruenwald had no comment when asked whether the agency's Chicago office will resign Air Chicago, set to start service in the spring (AA, Aug. 8). Air Chicago president Bruce Edmondson said late last week the airline will "most likely" leave C-M.

Harte-Hanks, Belo name C&W in Dallas

DALLAS—Harte-Hanks Communications, San Antonio, and Belo Information Systems, Dallas, named Cunningham & Walsh/Dallas as agency. Both were at KCBN, which becomes Arnold Harwell & McLain Jan. 1 following the move of Harve Chapman from KCBN to president of C&W/Dallas (AA, Nov. 16). H-H budget: $1,000,000-plus.

B.A.T. eyeing Barclay-like cigaret in Britain

LONDON—British American Tobacco is believed to be ready to launch a third major cigaret in Britain, possibly based on the technology of the successful Barclay brand in the U.S. *(see related story on Page 3).* B.A.T. refuses to comment, but three unnamed agencies have been called in to

(Continued on Page 8)

NEWSPAPER

AA
DC2001 ACONGLI FMJF M
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

'Times,' NBC talk cable

By MAURINE CHRISTOPHER and COLBY COATES

NEW YORK—The cable industry constantly buzzes with reports of incipient co-ventures, teaming up assorted communications giants.

Currently cablecasters are watching to see whether a "good exploratory meeting" between NBC/RCA and the *New York Times* will lead to some action on the new video front. NBC sources said this was just one of scores of similar meetings on possible programing projects for cable, and said no further meetings were set with the *Times*.

But their recent meeting is bound to attract attention—if for no other reason than the level of the people in attendance. From the *Times*, there was publisher Arthur Ochs Sulzberger, as well as Sam Summerlin, president of the New York Times Syndication Sales Corp. and head of cable r&d for the company, and Ted Harbert, New York Times Productions vp.

In the RCA/NBC contingent were Herb Schlosser, RCA exec vp for SelectaVision and its liaison with RCTV; Irwin Segelstein, NBC vice-chairman, and Kathryn Pelgrift, NBC vp-corporate planning.

Mr. Summerlin at the *Times* has heard from numerous would-be partners who would like to get one of America's best known newspapers into cable programing.

Reeves Cable Productions, for

(Continued on Page 46)

'N.Y. News' up for sale

NEW YORK—Acknowledging what some industry followers had said was inevitable, Chicago-based Tribune Co. has abandoned its efforts to revive the *New York Daily News* and is trying to sell the nation's largest-circulation general newspaper.

Industry speculation on a possible buyer focused immediately on Rupert Murdoch, publisher of the rival *New York Post*, which has been gaining circulation while the *Daily News* has been losing circulation. A source close to Mr. Murdoch acknowledged that the possible purchase of the *News* has been discussed internally. He also said that *Post* employes planned to drink champagne after the Tribune Co. announcement Friday, in what amounted to a victory celebration for the *Post*.

The *Daily News* has a daily circulation of 1,500,000, up in recent months but down substantially from its peak of 2,000,000 in the early 1970s. Last August, when the a.m. *News* folded its afternoon edition, *Tonight*, publisher Robert Hunt said the *News* would lose $11,000,000 this year. A Tribune Co. spokesman said the estimated loss remains "in that ballpark."

The spokesman said the company is optimistic it will find a buyer for the paper, but declined to say who might buy it and for how much. In its announcement, the company said it has been approached "on a number of occasions in the recent past" by prospective buyers but has always declined to negotiate. "Today we are saying that we would now be receptive to serious offers," Stanton R. Cook, Tribune Co. president and

(Continued on Page 8)

Nestle adds Quik syrup to stem Hershey's flow

By NANCY GIGES

The growth of liquid milk amplifiers has prompted the leader of the powder category, Nestle Quik, to begin testing a chocolate syrup as a line extension.

White Plains, N.Y.-based Nestle Co. will enter areas of New England, the metropolitan Washington market and Florida in February with the new Quik entry. The syrup will compete directly with Hershey Foods' chocolate syrup, which began taking business from Nestle Quik powder when it was introduced in a squeeze bottle several years ago. Until then, Hershey syrup in a can was used primarily as an ice cream topping.

Within the past three years, the syrup category has grown to about $45,000,000 at retail, more than doubling its size. The powder segment, dominated by Nestle Quik, totals about $125,00,000 at retail. These figures from Nestle are somewhat lower than those from other industry sources, who estimate the total market (powder and liquid) at $250,000,000 at the wholesale level, with syrups accounting for about one-third and powders about two-thirds.

According to W. Rufus Jones, Nestle group vp-chocolate and culinary division, the syrup will be positioned as offering the same "irresistible milk chocolate flavor" as Nestle Quik powder. He said the Hershey flavor profile is much different from that of Nestle's. With more of a bitter chocolate flavor, it is better suited as a topping than as a milk additive, he said. But, he added, Nestle realized that when the Hershey syrup was repackaged in a plastic squeeze bottle, it began to appeal more to children. Hershey invests about $2,500,000 annually in advertising its entry.

The exec said that in a taste test among children who use syrup in milk, the Nestle product was preferred 2-to-1 over Hershey. "The overwhelming taste preference was no surprise to us since we formulated Nestle Quik syrup for milk use, whereas the established brand was originally formulated for topping use." However, the Nestle syrup scored at parity with Hershey as a topping, he said.

Nestle plans to spend at about a $2,000,000 national rate to support the new syrup. Its tv campaign will be separate from the Nestle Quik powder tv effort. The dry product is supported with about $5,000,000 annually. McCann-Erickson, New York, is agency for both.

Although advertising plans for the new entry are not yet final, Mr. Jones indicated that Nestle would probably call on the successful

(Continued on Page 51)

Lu and behold

France's Generale Biscuits, which acquired the Burry division of Quaker Oats and formed Burry-Lu Inc., based in Elizabeth, N.J., is testing imported cookies and crackers under its Lu label in Hartford. Sunday supplement ads support, with tv. Agency is Altschiller Reitzfeld Solin/NCK.

Videodiscs, popcorn—$300

By ROBERT RAISSMAN

The tired cliche, "You can't tell the players without a scorecard," has become the battle cry of consumers trying to follow the latest maneuvers by retailers and marketers of the enigmatic videodisc player.

In efforts to spark disappointing sales, the number of rebates, giveaways and sales schemes grows each week. A St. Louis retailer is giving away a $20 popcorn popper with every purchase and, in reverse logic, a retailer in Atlanta is giving away RCA SelectaVision machines with each purchase of a "big screen" tv receiver.

As the Christmas selling season winds down, both Toshiba and Hitachi have encouraged retailers to sell their players for around $300.

Toshiba has recommended that dealers slash the price from $549 to $349—including a hand-held remote control unit—in a six-week promotional sale. The player can be purchased for $300 without the remote control device. Hitachi is allowing dealers to go as low as $299.95 and $349.95 with the hand-held remote. Hitachi's player was originally priced at $499.95.

Where does all this leave RCA, the company that

(Continued on Page 51)

world news roundup

London—Levi Strauss, brand leader in the U.K., will double its 1982 ad outlay to $3,000,000, via McCann-Erickson, to recoup market share lost to designer jeans, which doubled their market share to 10% last year.

Antwerp—De Beers, which controls 85% of the world's diamond sales, will launch a $90,000,000 U.S. campaign, promoting diamond jewelry as, not just a girl's best friend, but chic for men, too.

Stockholm—Wasabroed Co., the world's largest producer of hard bread, is being bought by the Swiss multinational Sandoz A.G. for an undisclosed sum. Wasabroed has 87% of the Scandinavian market.

London—Benton & Bowles is looking to buy a second London agency before the end of 1982.

highlights

Monday, Dec. 21, 1981

Despite France's politics, U.S. companies are investing in France more than ever, lured by less red tape and as much aid as possible. *See Page 6.*

National Advertising Division finds misleading aspects in Pepsi Challenge soft drink advertising. *See Page 10.*

Larry Light, Bates' exec vp, sees middle-price products caught in squeeze between low and high ends. See Page 12.

The Chicago Mercantile Exchange is making an early bid for the new Eurodollars time deposit futures contracts. *See Page 18.*

Ed Asner, activist president of the Screen Actors Guild, said he is not predisposed to following striking tv commercial producers to the picket lines. *See Page 20.*

Here's Johnny—in the U.K. at least until March, an extension that has dumbfounded some of the critics of his show there. *See Page 37.*

Action for Children's Television is trying to force the Federal Trade Commission to act on two toy commercials. *See Page 37.*

The Ranger is Ford's only domestic-built compact truck although additional models will follow. *See Page 43.*

Dodge challenges the truck market with two new wagons. *See Page 43.*

National Urban League launches a campaign to promote jobs for minorities. *See Page 43.*

Parade leads off a new competition fight between the *Dallas Morning News* and the *Dallas Times Herald*. *See Page 44.*

Dow Jones has bought the publisher of *American Demographics* for an undisclosed sum. *See Page 45.*

Prime time, late night and the Rev. Donald Wildmon make tv news. *See Page 46.*

International Dairy Queen wants a bigger lick of the franchise food service market after 41 years in the soft-serve ice cream business. *See Page 48.*

MCI Communications Corp.'s acquisition of WUI Inc. could lead to new overseas telephone link. *See Page 48.*

Ogilvy & Mather staffers caught a Broadway show and a farewell speech from their chairman Jock Elliott last week. *See Page 48.*

Home Box Office makes network buys on CBS and NBC, but ABC rejects pay service's ads. *See Page 51.*

NBC-TV's campus football plans have been scrapped—or have they? *See Page 51.*

CORPORATE CLOSEUP

San Francisco-based MJB Co. is trying to expand through a new course into noncoffee products. *See Page 4.*

MAGAZINE

Do foreign auto makers produce better cars than their U.S. counterparts, or is the foreign auto makers' advertising better? John Blumenthal looks at advertising of U.S. and foreign auto makers to see how each fares. *See Page 29.*

Can you remember a time when there were more than a bare handful of creative people in advertising? William D. Tyler gives his observations for the lack of great creative leaders today and reviews 10 ads for December. *See Page 33.*

Ed Meyer presents his observations on the use of sales promotion in today's marketplace. *See Page 35.*

section 2

ATLANTA

Atlanta began as a terminus, the end of the line for two railroad systems. From this inauspicious beginning, the city today is making its mark in such areas as communications, architecture, race relations, transportation and downtown growth. Section 2/Atlanta explores why this Sunbelt city is aglow, beginning opposite Page 26.

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ADVERTISING PAGES IN DECEMBER
CONSUMER PUBLICATIONS 39

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Coke is silent on 'light'

By NANCY GIGES

Despite Coca-Cola Co.'s frequent denials that it has any thought of leaving its major agency, McCann-Erickson, reports continue to circulate that other agencies are gearing up to go after the Coke business and that the Atlanta-based company has already assigned a new product to SSC&B.

Asked to respond to soft drink industry reports that have Coca-Cola considering a "light" version of its flagship brand and that the assignment will be given to SSC&B, now a sister agency of McCann within the Interpublic Group, a company spokesman said the whole area of new products is so competitive that, "as a matter of policy we do not comment in any speculation dealing with the subject."

Execs at other Coca-Cola agencies, however, said they knew of a soft drink assignment that was given to SSC&B in 1980, but they were not aware of the nature of the assignment. John Bergin, who heads the worldwide Coca-Cola account at McCann, served for many years at SSC&B before moving

(Continued on Page 51)

Advertising pages in December consumer publications

Current and December '80 figures for U.S., Canadian and foreign publications reporting to Advertising Age

	Pages			
	Dec. 1981	Dec. 1980	Jan.-Dec. 1981	Jan.-Dec. 1980
Women's				
†§Bride's Magazine	—	—	1,592.5	1,534.2
▲Co-ed	16.8	19.7	360.9	308.4
§Cosmopolitan	184.7	191.9	2,361.1	2,417.6
Essence	81.0	91.0	970.0	983.0
§Family Circle	137.8	130.9	1,669.2	1,592.7
§Good Housekeeping	169.3	192.3	2,063.7	2,002.0
▲Health	—	—	305.5	270.5
Ladies' Home Journal	73.1	84.0	1,028.1	1,220.0
Lady's Circle	7.5	13.9	113.4	119.2
McCall's	82.4	98.7	1,158.5	1,227.9
McCall's Working Mother	66.4	—	702.8	469.3
†Modern Bride	—	—	1,301.7	1,227.3
Ms.	47.2	51.7	496.5	524.3
○New Woman	59.5	49.0	288.4	232.5
§Parents Magazine	59.5	62.4	825.3	761.5
Playgirl	49.2	43.9	533.0	505.9
Redbook	86.2	101.0	1,145.4	1,367.5
Self	62.5	49.9	801.1	705.2
Seventeen	77.0	81.9	1,329.3	1,330.7
'Teen Magazine	27.9	34.4	547.0	534.9
§True Story	58.5	66.9	681.6	639.8
§Woman's Day	95.5	94.6	1,474.4	1,613.7
▲The Workbasket	—	—	381.5	327.4
Working Woman	65.5	52.5	763.2	554.8
Total Group	1,507.5	1,510.6	22,894.1	22,470.3
***% Change '81 vs. '80	−0.2%		+1.9%	
General				
▲A.D. Magazine	11.0	13.0	150.2	169.6
Air Progress	20.7	22.5	189.8	247.5
▲American Film	31.2	30.5	265.7	226.7
American Forests	12.7	12.6	169.8	190.6
American Legion	20.9	21.5	313.8	324.5
American Photographer	46.8	34.6	513.8	415.8
○Americana	32.0	36.0	195.7	187.3
§Architectural Digest	209.3	135.8	1,647.8	1,369.8
§The Atlantic	24.4	34.7	307.9	366.9
○Audubon Magazine	—	—	189.8	185.8
§Bon Appetit	124.3	112.9	1,127.7	925.7
Book Digest	17.8	51.7	292.8	375.3
Changing Times	34.3	30.0	365.1	287.3
Christian Herald	35.8	47.7	468.3	509.3
Christian Life	30.0	35.3	324.6	349.4
☆Christianity Today	40.5	47.8	803.5	736.4
Circus	44.8	18.0	291.3	181.2
Complete Men's Group	23.0	23.0	266.9	285.8
Country Journal	44.9	45.7	549.5	598.1
Creative Computing	202.2	117.8	1,588.8	1,074.5
▲Cuisine Magazine	65.7	53.0	482.4	447.4
Dance Magazine	60.2	53.5	715.2	693.2
Ebony	102.0	97.5	1,113.1	1,109.1
▲Elks Magazine	—	—	214.0	247.9
§Esquire	76.0	42.5	508.0	451.8
Fifty Plus	22.7	31.0	355.2	407.3
Flying	50.0	45.5	594.3	621.8
F. Food & Wine	44.2	11.1	336.1	60.9
○Games	—	—	144.3	146.4
§Gentlemen's Quarterly	157.1	135.2	1,337.1	1,172.7
Golf Digest	82.7	72.8	857.8	822.2
§Golf Magazine	58.2	62.1	820.2	759.3
Gourmet	110.6	77.4	830.4	691.6
§Harper's Magazine	23.8	25.1	287.4	351.0
High Fidelity	58.1	54.4	529.8	668.2
High Technology	—	—	95.8	—
Income Opportunities	49.5	51.3	500.0	561.3
#Inside	76.5	66.8	283.3	248.4
Kiwanis Magazine	—	—	163.9	188.8
Let's Live	76.9	85.5	1,013.9	1,072.4
Life	96.3	89.7	713.0	660.5
Lion	5.0	5.5	62.9	58.1
Modern Photography	140.7	135.0	1,396.0	1,398.4
§Money	116.6	90.4	1,179.6	968.3
Moneysworth	11.8	12.3	181.1	210.1
Moody Monthly	44.2	64.0	616.2	596.0
Moose Magazine	22.0	19.0	231.0	251.0
○Mother Earth News	63.3	62.3	390.6	373.2
○Museum	46.7	36.3	230.0	119.3
National Geographic	39.1	32.1	387.9	390.1
National Jewish Monthly	29.9	23.5	249.4	286.7
National Lampoon	44.5	34.9	368.7	373.8
Natural History	32.5	23.1	439.8	451.2
§Omni	72.1	65.3	687.3	611.4
§Oui	24.0	24.0	—	—
§Penthouse	86.1	90.0	783.1	833.7
Petersen's Photographic	53.4	51.5	560.0	551.4
Playbill	69.3	65.6	678.3	584.4
§Playboy	167.4	174.5	1,363.6	1,408.9
Popular Photography	146.1	139.9	1,692.4	1,693.3
Prevention	64.3	79.5	997.5	1,062.0
Prime Time	—	—	154.0	226.0
Psychology Today	51.0	64.4	554.1	681.5
§Reader's Digest	149.3	122.2	1,169.2	1,155.0
Rotarian	12.6	17.2	182.0	266.9
††Saturday Evening Post	47.6	40.6	407.3	412.1
D. Saturday Review	45.4	26.3	410.6	455.5
Science 81	35.1	20.0	386.3	216.8
Scientific American	102.7	147.3	1,134.4	1,188.3
Signature	50.8	41.4	686.4	559.2
Smithsonian	95.5	90.6	1,040.9	997.9
Stereo Review	79.7	82.6	730.0	802.4
Success	20.5	24.5	370.4	262.0
Technology Illustrated	37.8	—	74.3	—
Tennis	60.4	59.0	770.2	786.6
Town & Country	238.0	232.7	1,796.2	1,503.7
Travel/Holiday	34.5	31.6	547.0	537.6
Travel & Leisure	99.1	87.6	1,160.4	1,031.2
▲V.F.W.	—	—	261.7	283.0
Venture	38.1	39.2	468.7	344.8
Video	61.8	59.0	313.8	422.6
Video Review	68.8	44.2	636.4	299.5
Weight Watchers	19.6	20.7	281.9	265.5
World Tennis	26.6	40.0	516.5	575.4
Writers Digest	21.8	20.8	255.9	252.7
Yankee	81.5	82.8	1,084.4	1,161.6
Total Group	4,974.3	4,561.2	50,126.4	47,240.4
***% Change '81 vs. '80	+8.2%		+6.0%	
Fashion & service				
Glamour	141.6	139.5	2,085.5	1,943.3
Harper's Bazaar	123.8	124.9	1,331.3	1,117.5
Mademoiselle	104.6	98.2	1,527.0	1,511.5
Vogue	199.1	202.0	2,718.1	2,325.0
Total Group	569.7	564.6	7,661.9	6,897.3
***% Change '81 vs. '80	+0.9%		+11.1%	
Arts & antiques				
American Artist	41.4	43.4	637.8	603.8
Antiques	142.2	140.2	1,894.6	1,754.8
○Art & Antiques	—	—	359.7	329.0
▲Art in America	100.0	110.0	1,164.4	999.5
▲Artnews	110.0	116.1	1,219.0	1,177.0
○Portfolio	—	—	269.0	229.0
Southwest Art	126.0	81.0	1,464.0	990.0
Total Group	529.6	480.7	7,008.5	6,083.1
***% Change '81 vs. '80	+10.2%		+15.2%	
Home				
§Better Homes & Gardens	115.8	100.1	1,462.7	1,525.3
○Colonial Homes	—	—	394.8	329.9
Dallas-Fort Worth Home/Garden	69.2	47.2	566.0	573.7
§▲Family Handyman	42.3	38.5	601.5	603.5
○Flower & Garden	40.1	38.7	255.3	188.3
†Homeowner's How-To	24.9	27.3	181.2	161.6
Horticulture	38.0	24.9	299.9	316.8
House Beautiful	74.7	82.8	1,099.1	1,152.3
House & Garden	87.7	95.5	1,259.6	1,420.3
Houston Home/Garden	130.2	113.5	1,265.4	1,286.3
Hudson Home Magazine	23.6	32.7	407.4	479.5
Living:				
○Dallas	—	—	719.6	705.1
○Houston	—	—	594.7	587.8
○Denver	—	—	570.0	535.3
○Austin	39.8	42.6	294.4	193.4
○San Antonio	38.6	56.0	327.7	158.4
○Phoenix	37.7	36.5	230.0	208.9
○Florida Gulf Coast	19.5	20.4	130.5	152.1
○South Florida	—	—	80.7	—
Metropolitan Home	75.3	77.4	756.0	670.9
††New Shelter	—	—	387.6	319.0
1001 Home Ideas	31.2	—	317.5	306.9
Orange County Home/Garden	69.3	47.5	221.0	178.0
Organic Gardening	66.8	74.0	858.4	946.5
C. Phoenix Home/Garden	50.0	18.5	417.0	41.1
San Diego Home/Garden	39.8	50.6	520.8	644.8
#Southern Accents	—	—	340.0	329.4
Southern Living	118.2	101.5	1,479.3	1,459.2
§Sunset Magazine	142.6	114.1	1,693.6	1,583.3
▲Texas Homes	93.1	85.1	892.4	802.7
○Workbench	—	—	376.1	371.2
Total Group	1,468.4	1,322.4	19,008.2	18,231.5
***% Change '81 vs. '80	+8.7%		+3.8%	
In-flight & other passenger				
#Aboard Group (7)	—	—	2,506.0	2,004.0
Air California	54.3	60.3	698.0	699.8
○Atlas Group (9)	450.0	420.0	2,214.0	2,097.0
Alaskafest	41.5	39.9	477.4	450.3
American Way	60.0	53.5	767.7	815.8
East/West Network:				
Amtrak Express	36.8	—	425.9	—
Continental Extra	51.3	60.0	613.3	712.7
Eastern Review	76.3	67.9	927.5	871.2
Ozark Flightime	40.2	41.5	533.4	555.5
PSA Magazine	88.5	102.0	1,062.3	1,136.5
Republic Scene East	46.5	39.0	658.5	366.0
Republic Scene West	50.5	60.3	619.9	784.0
Texas International/-The Texas Flyer	58.5	56.7	705.8	639.0
United Mainliner	70.5	66.7	901.4	1,059.4
Halsey Publications:				
Braniff's Flying Colors	36.0	36.0	417.0	474.0
Delta Sky	46.3	37.0	551.3	504.0
○Skylite	—	—	63.0	—
Hawaii	25.7	—	317.5	—
○Pace	—	—	230.8	183.0
Pan Am Clipper	52.8	57.1	688.5	623.5
Southwest Airlines	86.6	66.6	956.8	789.0
Spirit of Aloha	25.2	26.9	318.8	318.8
U.S.Air	42.7	35.3	580.2	537.1
Webb Publications:				
Frontier	38.9	—	435.2	268.5
Passages	40.2	20.4	389.7	333.7
TWA Ambassador	43.2	36.3	602.1	622.4
Total Group	1,562.5	1,383.4	18,662.0	16,845.2
***% Change '81 vs. '80	+5.6%		+6.0%	
Metropolitan				
○Aloha	33.8	20.0	163.8	118.1
Atlanta	84.5	97.3	987.9	1,024.5
Baltimore	99.3	70.2	873.1	865.5
Birmingham	41.5	30.3	338.6	497.6
Boston	195.7	174.3	1,600.2	1,436.2
Brown's Guide to Georgia	69.0	57.7	786.1	603.8
California	94.0	135.9	803.7	1,284.6
Chicago	215.3	203.9	1,795.1	1,764.6
Chicago's North Shore	87.6	84.9	770.1	643.7
Cincinnati	60.1	59.1	678.6	747.7
Cleveland	109.5	114.9	908.2	869.0
Coast	68.0	60.3	2,957.1	2,618.1
Columbus Monthly	109.7	109.0	1,148.2	1,082.6
Connecticut	72.0	72.0	820.3	836.0
D/Magazine,Dallas/Fort Worth	162.6	139.9	1,489.8	1,367.5
Denver	56.1	52.8	570.0	477.9
Monthly Detroit	77.0	77.6	609.7	639.8
Exclusively Yours Wisconsin	81.5	95.8	1,047.3	962.1
Grand Rapids	46.3	37.0	533.0	430.0
††Gulfshore Life	77.0	60.0	620.5	461.5
Honolulu	90.9	81.7	944.9	926.1
Houston City	120.0	63.3	948.7	518.4
Indianapolis	57.9	39.0	596.8	466.2
Kansas City	37.8	31.0	—	—
Lansing	35.3	32.0	288.1	354.4
Los Angeles	292.0	269.2	2,500.0	2,359.0
Louisiana Life	—	—	186.8	—
Miami	120.2	104.8	1,026.3	791.4
Milwaukee	45.3	44.4	338.3	405.3
Mpls./St. Paul	110.7	98.6	999.5	886.4
Monterey Life	60.0	45.8	611.1	449.4
Nashville!	51.7	42.7	484.2	417.0
New Jersey Monthly	62.2	77.1	766.3	668.7
New Mexico	30.4	37.4	318.1	372.1
New Orleans	62.8	52.3	582.8	525.0
Ohio	45.8	39.5	441.9	374.6
Omaha	31.2	20.5	258.8	241.6
Oregon	33.9	33.1	300.4	260.2
Orlando	61.0	64.7	874.8	803.6
▲Pacific Northwest	36.5	10.5	230.0	124.2
Palm Beach Life	131.5	97.0	944.0	670.7
Palm Springs Life	143.0	154.3	1,574.0	1,532.0
Philadelphia	164.6	173.5	1,699.8	1,699.9
Phoenix	116.7	101.9	1,088.0	1,219.5
Pittsburgh	55.0	53.1	530.2	517.6
Roanoker	42.0	66.0	450.8	249.2
Sacramento	36.0	42.3	362.2	404.4
St. Louis	101.6	101.5	908.6	1,001.7
San Diego	154.7	178.6	1,743.6	1,747.7
San Francisco	75.6	81.4	775.1	781.8
○San Francisco Bay Views	48.8	54.5	399.6	418.0
San Francisco Focus	43.1	45.8	460.1	450.4
†Shenandoah Valley	—	—	180.2	137.3
Spokane	24.0	33.5	414.2	425.6
Tampa	33.6	27.5	33.6	331.4
Tampa Bay	43.5	52.8	570.8	673.4
Texas Monthly	197.1	197.0	1,795.2	1,614.4
Tucson	39.3	80.0	406.8	687.3
Twin Cities	71.7	67.5	641.7	557.7
Washington Dossier	65.7	58.0	572.7	551.0
The Washingtonian	160.5	147.0	1,629.8	1,409.0
Westchester	41.7	49.5	447.8	516.0
Westchester Illustrated	41.0	43.5	442.3	507.9
Wichitan	53.0	56.2	598.1	569.8
Total Group	5,112.5	4,901.9	50,871.0	48,565.1
***% Change '81 vs. '80	+4.3%		+4.4%	
Movie-romance-radio-tv				
○Complete Women's Group	—	24.0	112.9	145.9
Ideal Women's Group:				
Daytime Stars	—	26.2	235.0	311.9
Intimate Story	—	30.1	214.9	342.4
Personal Romances	—	30.1	214.9	342.4
Soap Opera	—	26.2	235.0	311.9
Macfadden's Women's Group:				
Modern Romances	26.1	39.5	328.3	359.8
Secrets	26.1	39.5	328.3	359.8
True Confessions	25.6	39.8	344.7	368.7
True Experience	26.1	39.5	328.3	359.8
True Love	26.1	39.5	328.3	359.8
True Romance	26.1	39.5	328.3	359.8
Sterling Women's Group:				
Daytime TV	30.3	31.3	377.2	377.8
Modern Screen	33.3	32.8	262.8	388.7
○Movie Mirror	—	—	226.9	193.5
Photo Screen	33.3	32.8	191.7	162.8
Soap Opera Stars	25.3	32.3	332.3	115.5
TV Movie Screen	—	—	194.9	193.5
TV Picture Life	—	32.8	163.5	195.4
○Teen Bag	—	—	50.0	51.5
Total Group	278.3	535.9	4,798.2	5,300.9
***% Change '81 vs. '80	−24.1%		−9.5%	
Youth				
Boys' Life	19.4	13.6	259.8	250.5
Campus Life	33.4	32.3	448.1	476.3
Total Group	52.8	45.9	707.9	726.8
***% Change '81 vs. '80	+15.0%		−2.6%	
Mechanics & science				
§Mechanix Illustrated	68.7	65.9	822.2	929.7
Popular Electronics	60.2	71.8	705.1	746.9
Popular Mechanics	104.1	84.7	1,271.1	1,347.6
§Popular Science	80.8	82.3	925.0	1,061.0
Total Group	313.8	304.7	3,723.4	4,085.2
***% Change '81 vs. '80	+7.0%		−8.9%	
Boating & yachting				
Boating	87.8	72.6	1,294.2	1,246.2
Chesapeake Bay	17.4	19.3	279.9	307.3
Cruising World	78.7	74.0	1,502.7	1,369.4
Lakeland Boating	35.7	39.0	546.6	378.1
Motor Boating & Sailing	90.9	94.7	1,489.1	1,435.9
B. Rudder	27.9	17.8	288.1	50.6
Sail	81.5	77.7	1,621.1	1,496.1
A. Sea & Pacific Skipper	60.3	71.8	928.1	159.2
Trailer Boats	14.4	11.4	255.3	261.8
Yachting	144.3	127.9	2,201.5	2,012.0
Total Group	638.9	606.2	10,406.6	8,716.6
***% Change '81 vs. '80	+5.4%		+19.4%	
Automotive & recreational vehicles				
Car & Driver	92.8	88.5	977.2	940.2

***% Change figured ONLY from magazines with comparable issues 1981 AND 1980. §Sectional linage included but prorated to circulation of regional editions. *Sectional linage included but NOT prorated to circulation of regional editions. †Published 6 times a year. ○Published every other month. ▲Published 10 times a year. ††Published 9 times a year. ‡Published 3 times a year. #Published quarterly. ☆Published twice a month. ‡‡Published 7 times a year. ◇Published 11 times a year. ▼Published 8 times a year. **Published weekly. ▶Published every two weeks. +Affiliated with Sunday Mag/Net. A. Nov. & Dec. '80 only. B. Nov. & Dec. '80 only. C. Nov. & Dec. '80 only. D. 12 issues vs. 16. E. Combined unduplicated regional ads. F. 5 issues '80.

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Advertising pages in December consumer publications

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November

Business

	Pages Dec. 1981	Dec. 1980	Jan.-Dec. 1981	Jan.-Dec. 1980
Car Collector & Car Classics	27.6	20.1	284.9	257.7
Car Craft	51.5	43.5	725.2	626.9
Cycle	66.1	49.6	952.2	957.2
Cycle Guide	45.6	28.6	653.4	495.5
Cycle World	58.2	42.5	780.0	824.6
Dirt Bike	49.0	20.1	335.6	272.2
Dune Buggies & Hot VWs	43.5	38.0	506.2	450.3
Family Motor Coaching	63.4	43.2	757.1	667.2
4 Wheel & Offroad	39.4	29.1	464.7	341.3
Four Wheeler	31.4	36.4	324.5	308.7
Hot Rod	42.9	39.9	604.8	607.1
Motocross Action	72.2	36.8	534.0	365.9
Motorcyclist	34.7	24.4	577.1	440.5
Motor Trend	51.3	54.5	614.7	549.0
††Motorhome Life	—	—	483.3	363.9
Pickup, Van & 4 WD	28.7	38.9	355.2	463.1
Road & Track	96.9	105.3	1,100.7	1,197.6
Trailer Life	84.0	74.9	1,115.1	955.4
Total Group	979.4	814.3	12,146.1	11,084.3
***% Change '81 vs. '80	+20.3%		+9.6%	

Outdoor & sport

Alaska	60.4	51.0	500.2	521.7
○The American Handgunner	41.8	41.0	244.1	234.5
American Hunter	12.9	10.0	171.9	199.8
American Rifleman	38.7	24.9	377.6	365.8
○Backpacker	36.8	34.9	249.1	269.0
▼§Bass Master	—	—	323.7	355.2
††Bicycling	—	—	644.5	515.1
Field & Stream	70.1	64.0	925.0	988.0
Fins and Feathers	13.8	7.8	328.4	252.5
○Fishing World	—	—	183.2	176.1
Florida Sportsman	51.4	52.3	734.5	700.9
‡‡Fly Fisherman	—	—	281.8	387.3
Fur-Fish-Game	31.2	31.2	321.6	324.6
Guns	40.0	37.6	452.6	441.3
Guns & Ammo	42.9	40.4	592.6	589.6
Horseman	27.2	31.0	393.6	413.5
Inside Sports	36.0	35.2	356.0	267.2
Outdoor Life	63.9	56.4	825.1	871.3
Petersen's Hunting	36.8	20.8	420.4	330.1
The Runner	23.5	26.3	310.3	351.8
Runner's World	30.2	33.0	535.6	493.1
Salt Water Sportsman	35.1	29.5	651.7	597.8
Shooting Times	34.1	32.6	433.4	457.3
††§Ski	106.1	117.2	637.4	676.3
††Skiing	126.0	121.3	700.0	711.2
Skin Diver	55.6	44.0	707.2	615.9
‡‡Southern Outdoors	—	—	343.9	323.4
§Sport	42.3	41.1	448.4	507.0
Sports Afield	84.3	68.0	1,014.8	1,020.1
▲Spray	34.5	53.6	433.4	493.6
#Swim Swim	—	—	—	—
▲Western Outdoors	—	—	315.1	302.0
Total Group	1,175.6	1,105.3	14,857.1	14,733.0
***% Change '81 vs. '80	+6.4%		+0.8%	

Comics

○Archie Comic Group	10.0	10.0	60.0	60.0
DC Comics	7.0	9.0	77.0	99.0
Harvey Comics Group	8.0	8.0	96.0	96.0
Marvel Comics Group	13.0	10.5	127.5	146.0
Total Group	38.0	37.5	360.5	401.0
***% Change '81 vs. '80	+1.3%		−10.1%	

Newspaper Sunday magazines/national

§Family Weekly	57.1	66.9	1,009.0	983.9
Parade	50.2	54.1	845.6	821.5
Total Group	107.3	121.0	1,854.6	1,805.4
***% Change '81 vs. '80	+11.3%		+2.2%	

Canadian national weekend magazines

B. Perspectives	47.9	41.1	510.0	492.5
§Today	57.5	40.2	623.1	586.4
Total Group	105.5	81.3	1,133.1	1,078.9
***% Change '81 vs. '80	+29.8%		+5.0%	

Canadian

L'Actualite	86.8	64.3	736.2	585.8
Chatelaine:				
§English Edition	103.6	100.6	1,134.0	1,036.0
French Edition	95.7	82.7	991.1	906.7
§Financial Post Magazine	—	—	528.8	481.0
§Flare	37.8	53.5	623.2	659.4
▲§Homemaker's Magazine:				
English Edition	84.6	88.8	918.1	978.2
French Edition	56.3	58.2	735.3	722.7
§Macleans	96.9	104.5	1,265.6	1,085.3
▼§Quest Magazine	61.7	55.9	480.3	375.6
§Reader's Digest:				
Canada-English	91.6	106.5	1,089.8	1,115.3
Canada-French	84.0	99.9	1,005.6	995.8
Saturday Night	26.1	33.4	342.2	265.4
▲Toronto Life	134.0	156.0	1,256.0	1,281.0
Total Group	959.1	1,004.3	11,108.2	10,488.2
***% Change '81 vs. '80	−4.5%		+5.9%	

Newspaper Sunday magazines/local

+Arizona Republic	157.2	179.0	1,498.6	1,520.4
+Boston Globe	311.4	286.5	1,982.2	1,700.3
+Chicago Tribune	208.7	221.0	1,319.3	1,383.0
+Cincinnati Enquirer	145.5	196.2	1,102.3	1,211.6
+Cleveland Plain Dealer	135.5	195.6	1,117.0	1,502.1
+Columbus Dispatch	127.7	159.1	972.6	1,081.8
+Dallas Morning News Scene	157.0	170.9	1,081.6	1,119.7
+Dallas Times Herald	108.8	126.4	1,011.6	804.1
+Denver Post	256.7	341.7	2,043.9	2,200.1
+Detroit News	147.5	179.8	1,497.6	1,645.6
Los Angeles Times Home	162.0	204.0	1,243.9	1,436.0
+Louisville Courier-Journal	202.0	183.6	1,143.8	1,180.9
+Miami Herald	108.6	130.0	932.2	926.1
+New York News	135.4	166.8	1,096.8	1,265.5
New York Times Magazine	572.8	577.8	4,136.8	4,018.0
+Philadelphia Inquirer	102.4	110.8	842.7	882.5
+Toledo Blade Magazine	77.1	101.6	663.7	767.5
+Washington Post	172.4	201.9	1,499.6	1,488.4
Total Group	3,288.7	3,732.7	25,186.2	26,133.6
***% Change '81 vs. '80	−11.9%		−3.6%	

Weeklies, bi-weeklies, semi-monthlies

The Advocate	81.8	71.2	818.0	714.0
§Army Times Military Group:				
Air Force Times	196.7	156.5	1,628.1	1,636.1
Army Times	192.0	156.6	1,602.0	1,632.2
Navy Times	228.6	166.8	1,877.1	1,787.2
The Times Magazine	14.3	20.6	191.1	228.8
AutoWeek	160.4	96.8	1,429.5	1,145.4
The Blood Horse	713.6	408.7	5,261.8	4,607.5
Capper's Weekly	19.4	20.5	233.5	260.2
Commonweal	13.4	10.4	89.5	78.2
Golf World	49.4	46.4	740.8	718.5
§Grit	41.9	34.9	308.4	352.9
National Review	37.2	26.8	312.6	311.0
New Republic	27.0	30.2	240.6	221.7
New York Magazine	279.9	232.0	2,032.5	1,937.4
New Yorker	681.6	566.6	3,910.9	3,776.3
§Newsweek	322.3	414.8	2,889.7	2,912.8
People	470.7	334.3	3,248.7	3,124.3
Rolling Stone	108.0	83.3	1,025.1	867.6
Sporting News	44.4	39.4	516.4	549.3
§Sports Illustrated	376.8	271.3	2,660.3	2,407.2
§Time	438.5	305.0	2,680.3	2,565.8
E. Travelhost	2,840.0	1,661.3	21,710.1	14,773.4
§TV Guide	375.7	457.3	3,337.1	3,466.7
▶Us Magazine	47.5	50.0	401.3	504.9
§U.S. News & World Report	237.8	241.9	1,657.5	1,804.4
Total Group	7,998.9	5,903.6	60,802.9	52,383.8
***% Change '81 vs. '80	+35.5%		+16.1%	

Foreign

Buenhogar:				
Ecuador	21.5	25.0	117.2	131.0
Chile	5.5	3.0	30.5	34.5
Mexico	119.0	105.2	855.8	722.2
Puerto Rico	28.3	32.5	238.2	258.3
Venezuela	90.7	66.0	523.2	490.5
Colombia	91.3	116.3	628.2	673.7
Peru	53.2	37.8	426.7	241.2
Central America	7.5	9.8	76.8	101.5
U.S.	12.0	9.5	93.0	85.3
Dominican Republic	8.0	18.8	120.7	167.5
Coqueta:				
Mexico	10.0	12.0	103.0	94.5
Puerto Rico	2.0	—	18.5	31.5
Venezuela	11.0	9.0	88.5	77.5
Colombia	2.5	1.0	24.0	41.5
Peru	—	4.0	—	25.0
Central America	—	—	1.0	0.5
Fascinacion:				
Mexico	12.5	13.3	91.3	101.7
Puerto Rico	5.0	2.0	19.0	26.3
Venezuela	18.8	11.3	110.5	80.8
Colombia	14.5	14.5	113.7	89.0
Central America	—	—	1.0	—
Geomundo:				
Chile	13.7	8.0	78.5	62.0
Mexico	28.5	34.5	195.5	177.8
Ecuador	10.0	7.0	54.5	55.0
Venezuela	39.8	23.5	172.2	152.8
Colombia	22.5	20.5	152.5	133.5
Peru	18.0	15.0	123.5	102.0
Puerto Rico	12.7	9.5	66.0	67.0
Central America	11.7	8.0	64.0	66.0
Hombre De Mundo:				
Dominican Republic	—	5.2	17.0	55.3
Mexico	59.3	41.5	322.3	245.3
Chile	13.7	10.0	80.8	65.7
Puerto Rico	19.7	17.7	139.0	134.0
Ecuador	11.7	10.2	77.3	63.5
Venezuela	47.8	43.2	230.5	210.8
Colombia	28.8	31.3	187.7	169.7
Peru	15.7	11.0	123.3	68.0
Central America	12.7	10.0	87.8	80.8
Ideas Para Su Hogar:				
Dominican Republic	—	2.0	16.0	18.8
Mexico	35.7	18.5	263.7	152.8
Chile	1.0	2.0	13.5	13.0
Puerto Rico	5.3	5.3	39.2	31.0
Ecuador	3.5	0.5	28.2	2.8
Venezuela	51.3	24.8	242.5	197.5
Colombia	66.0	37.5	364.3	263.0
Peru	26.0	8.5	171.0	87.3
Central America	1.0	1.5	9.7	7.2
Intimidades:				
Chile	—	—	2.0	—
Mexico	6.0	11.5	63.0	66.2
Puerto Rico	3.0	2.5	34.5	44.5
Venezuela	12.0	17.0	120.5	135.5
Colombia	1.0	0.5	18.5	37.5
Central America	1.0	0.5	19.0	14.5
Mecanica Popular:				
Mexico	37.5	32.8	324.5	316.2
Puerto Rico	23.2	26.2	229.2	227.5
Venezuela	37.0	38.8	325.0	318.0
Colombia	31.7	31.2	301.7	287.2
Peru	35.0	36.8	322.7	314.2
Central America	24.7	26.2	237.0	229.2
Chile	9.2	8.0	72.7	71.0
Argentina	11.2	19.0	150.3	153.3
The Ring en Espanol:				
Mexico	3.0	2.0	22.0	28.8
Puerto Rico	3.5	2.0	27.5	28.0
Venezuela	6.0	1.0	34.0	14.0
Colombia	1.0	—	2.0	1.5
Central America	1.0	—	2.0	—
U.S.	3.0	2.0	25.0	31.0
Vanidades Continental:				
Dominican Republic	35.3	39.2	268.0	271.0
Mexico	269.2	219.3	1,636.2	1,374.7
Chile	35.0	24.0	207.8	143.3
Puerto Rico	79.7	83.3	610.2	579.7
Venezuela	147.8	132.2	892.3	856.7
Colombia	159.7	164.0	1,037.5	969.3
Peru	75.8	56.5	525.8	341.5
Central America	34.8	44.2	277.5	317.3
Ecuador	34.7	32.5	264.8	206.7
U.S.	65.2	55.2	464.3	381.2
Cosmopolitan Foreign Editions:				
Australia	92.2	109.3	675.2	758.4
Brazil	87.0	77.0	472.1	459.2
France	117.5	115.8	1,016.5	929.2
Germany	24.0	14.0	155.0	27.0
Great Britain	175.0	177.0	1,366.0	1,528.0
Greece	80.0	52.0	497.0	278.0
Italy	115.5	99.2	781.9	608.9
Japan	43.0	—	349.3	182.3
Cosmopolitan en Espanol:				
Central America	3.2	7.8	55.8	77.7
Colombia	37.8	45.2	234.5	288.8
Ecuador	1.8	4.8	25.0	31.2
Mexico	124.5	119.5	827.7	715.8
Peru	13.3	17.5	158.8	89.2
Puerto Rico	42.3	42.3	382.0	360.3
U.S. (Spanish language)	22.2	20.7	170.5	153.8
Venezuela	50.0	44.8	312.8	339.3
International Communications:				
African Business	42.7	21.7	348.4	335.9
The Middle East	27.2	82.0	283.6	420.5
New African	25.3	33.1	261.4	330.6
Al-Iktissad Al Arabi	11.0	41.6	113.4	192.1
International Herald Tribune	117.4	88.2	1,014.2	930.4
International Management:				
Africa	18.2	23.8	151.8	209.0
Europe	49.7	60.3	478.2	453.3
Latin America	19.0	23.5	151.3	216.3
Arabic	21.3	49.5	215.5	339.8
Pacific	17.2	21.8	191.8	192.0
Johnston International:				
Alam Attijarat	76.5	84.0	793.4	859.7
Modern Africa	39.8	35.2	233.1	200.8
Modern Asia	66.7	88.2	548.7	592.3
§Newsweek International:				
Atlantic	144.3	170.0	543.1	516.5
Latin America	52.1	63.8	205.4	246.4
Pacific	122.4	127.1	429.6	446.1
††Progreso	16.5	27.0	159.8	204.8
Reader's Digest:				
Arabic	18.0	17.5	211.0	135.5
*Asian	305.0	386.5	2,129.2	2,710.0
Australian	118.2	111.2	904.6	889.2
Belgian-Flemish	157.0	138.0	976.0	897.5
Belgian-French	125.5	117.0	800.5	802.5
British	100.0	110.3	702.2	809.6
*Chinese	138.0	165.5	1,182.3	1,378.0
Danish	51.0	51.7	562.4	447.1
Dutch	94.5	90.5	574.3	687.5
Finnish	53.0	57.8	550.1	562.1
French	84.1	121.7	783.6	822.2
German	105.9	113.5	812.5	855.1
Iberian	65.5	57.5	473.8	435.4
Indian	107.0	106.0	969.5	1,055.2
Italian	88.0	111.5	620.5	730.0
Japanese	56.6	67.3	562.4	570.1
Korean	20.5	23.5	195.5	210.0
Latin America:				
Argentina	30.0	39.0	312.0	360.5
Brazil	26.0	35.5	99.8	157.6
Central America	29.0	20.5	219.0	202.0
Chile	54.0	37.0	362.0	301.5
Colombia	93.5	61.5	566.5	496.0
Ecuador	21.5	18.0	173.0	129.0
Mexico	129.6	84.2	699.1	549.5
Peru	23.0	19.0	171.5	94.5
Puerto Rico	17.0	11.0	119.0	113.3
U.P.B.	32.0	26.5	262.0	228.5
U.S. Spanish	27.5	22.5	199.0	173.5
Venezuela	35.0	33.0	251.5	261.5
Portugal	58.6	52.0	471.3	444.0
New Zealand	108.5	98.5	700.3	793.7
Norwegian	71.3	70.3	535.8	486.2
South African	191.4	126.0	1,093.9	883.5
Swedish	40.5	39.5	296.6	267.0
Swiss-French	57.0	41.0	416.0	352.6
Swiss-German	64.0	61.0	475.2	469.0
Canada-English	138.5	185.3	998.2	1,008.8
Canada-French	140.0	167.2	921.6	895.9
Total	3,075.8	3,098.5	22,373.7	22,667.1
Time International:				
Time-Asia	149.3	188.5	1,094.0	1,108.6
Time-Atlantic	185.2	205.6	1,228.0	1,293.9
Time-Canada	322.3	235.2	1,732.4	1,431.2
Time-Latin America	143.5	129.1	927.6	842.0
Time-South Pacific	229.8	243.5	1,748.7	1,679.1
**Visao	175.2	183.5	1,450.5	1,483.0
▶§Vision/Latin America	60.4	79.6	498.6	536.3
Total Group	8,474.5	8,317.6	60,522.1	60,450.9
***% Change '81 vs. '80	+1.9%		+0.1%	